

Amendments to the claims (this listing replaces all prior versions):

1. (Currently Amended) A machine-based method comprising:  
for a process in which a user generates a set of predictor attributes based on historical data about a customer relationship system being modeled, enabling the user to automatically generate transformations of the predictor attributes of the data, and automatically rank ~~the~~ performance of the predictor attributes, and  
using ~~the~~ results of the ranking of the performance of the predictor attributes for marketing communications to be made to customers, the customers being subject to the customer relationship system being modeled.
2. (Previously Presented) A machine-based method comprising:  
for a project in which a user generates a predictive model based on historical data about a customer relationship system being modeled, automatically identifying distinguishing characteristics of segments of customers in the customer relationship system, and  
using the distinguishing characteristics of segments of customers for marketing communications to be made to customers, the customers being subject to the customer relationship system being modeled.
3. (Previously Presented) The method of claim 2 in which the automatically identifying distinguishing characteristics includes ranking a set of predictor attributes with respect to their predictive power for a population of customers with respect to at least one target attribute.
4. (Currently Amended) The method of claim 2 also including providing to the user a graphical display of a potency of the predictor attributes in ~~distinguishing~~ the identifying of the segments of customers.

5. (Currently Amended) The method of claim 2 also including enabling the user to determine attributes associated with the data that are associated with propensities of the customers, including enabling the user to prepare the historical data, transform the attributes associated with the data, and determine optimal attributes for the marketing communications.

6. (Previously Presented) A machine-based method comprising:  
for a project in which a user generates a series of predictive models based on historical data about a customer relationship system being modeled, automatically identifying distinguishing characteristics of segments of customers in the customer relationship system, and using the distinguishing characteristics of segments of customers for marketing communications to be made to customers who are subject to the customer relationship system being modeled.

7. (Previously Presented) The method of claim 6 in which the automatically identifying distinguishing characteristics includes ranking a set of predictor attributes with respect to at least one target attribute.

8. (Currently Amended) The method of claim 6 in which the user is provided a graphical display of a potency of the predictor attributes in ~~distinguishing~~ the identifying of the segments of customers.

9. (Currently Amended) The method of claim 6 in which the user is enabled to determine attributes associated with the data that are associated with propensities of the customers, including enabling the user to prepare the historical data, transform the attributes associated with the data, and determine optimal attributes for the marketing communications.

10. (New) The method of claim 1 also including activating a display profile key to display the results of the ranking of the performance of the predictor attributes.

11. (New) The method of claim 1 in which the ranking of the performance of the predictor attributes sets aside interactions among the attributes.

12. (New) The method of claim 1 in which the ranking is done using univariate regression analysis.

13. (New) The method of claim 1 in which the marketing communications are presented on portable media.

14. (New) The method of claim 1 in which the resulting marketing communications are presented through an internet protocol network.

15. (New) The method of claim 2 in which the marketing communications are presented on portable media.

16. (New) The method of claim 2 in which the resulting marketing communications are presented through an internet protocol network.

17. (New) The method of claim 6 in which the marketing communications are presented on portable media.

18. (New) The method of claim 6 in which the resulting marketing communications are presented through an internet protocol network.